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R 211014Z MAY 08
FM AMEMBASSY JAKARTA
TO RUEHC/SECSTATE WASHDC 9060
INFO RUEHZS/ASSOCIATION OF SOUTHEAST ASIAN NATIONS
RUEHZN/ENVIRONMENT SCIENCE AND TECHNOLOGY COLLECTIVE
RUEHBY/AMEMBASSY CANBERRA 2528
RUEHBJ/AMEMBASSY BEIJING 5057
RUEHKO/AMEMBASSY TOKYO 1993
RUEHUL/AMEMBASSY SEOUL 4608
RUEHTC/AMEMBASSY THE HAGUE 3398
RUCPDO/DEPT OF COMMERCE WASHINGTON DC
RUEHRC/USDA FAS WASHDC

UNCLAS JAKARTA 001002

SIPDIS

DEPT FOR OES, EAP/MTS, EAP/PD
OES FOR KATHLEEN EAGEN

E.O. 12958: N/A

TAGS: [SENV](#) [KPAO](#) [ID](#)

SUBJECT: INDONESIA - GLOBAL LAUNCH OF HARRISON FORD PSAS ON WILDLIFE
TRAFFICKING

REF: STATE 50722

11. This message responds to reftel action request on the global launch of three television public service announcements (PSAs) on combating wildlife trafficking featuring actor Harrison Ford.

12. Post has been in discussions with Cinema 21, the largest Indonesian cinema network. Cinema 21 has indicated their willingness to show the PSAs -- pending their internal review of the PSAs -- before screenings of the new Indiana Jones movie, which opens in Indonesian theaters on May 22. They would potentially air the PSAs before each screening of the movie country-wide. If possible, Post requests permission to have Cinema 21 begin showing the PSAs before the June 5 launch date, in order to maximize the potential audience while the movie is running in Indonesia. Post will also try to place the PSAs on television networks beginning June 5.

13. Regardless of whether Post can air the PSAs before June 5, Post requests that OES send broadcast-quality copies of the PSAs to Embassy Jakarta immediately, preferably in Betamax PAL format (in addition to DVD copies). Post also welcomes the opportunity to download and record the PSAs from the American Embassy Television Network at the earliest possible time. Please advise when AETN plans to transmit the PSAs.

14. Please direct copies of the PSAs, and any questions, to Machut Shishak, Environment Officer (Email: shishakma@state.gov, Phone: +62-21-3435-9229, +62-811-149-5710) and Stafford Ward, Assistant Information Officer (Email: wardsa@state.gov, Phone: +62-21-3435-9565, +62-811-198-0511). The embassy mailing/courier delivery address is US Embassy Jakarta, Jl. Medan Merdeka Selatan No.4-5, Jakarta 10110, Indonesia. Please use rapid delivery to ensure there is time to review the content. Thank you.